

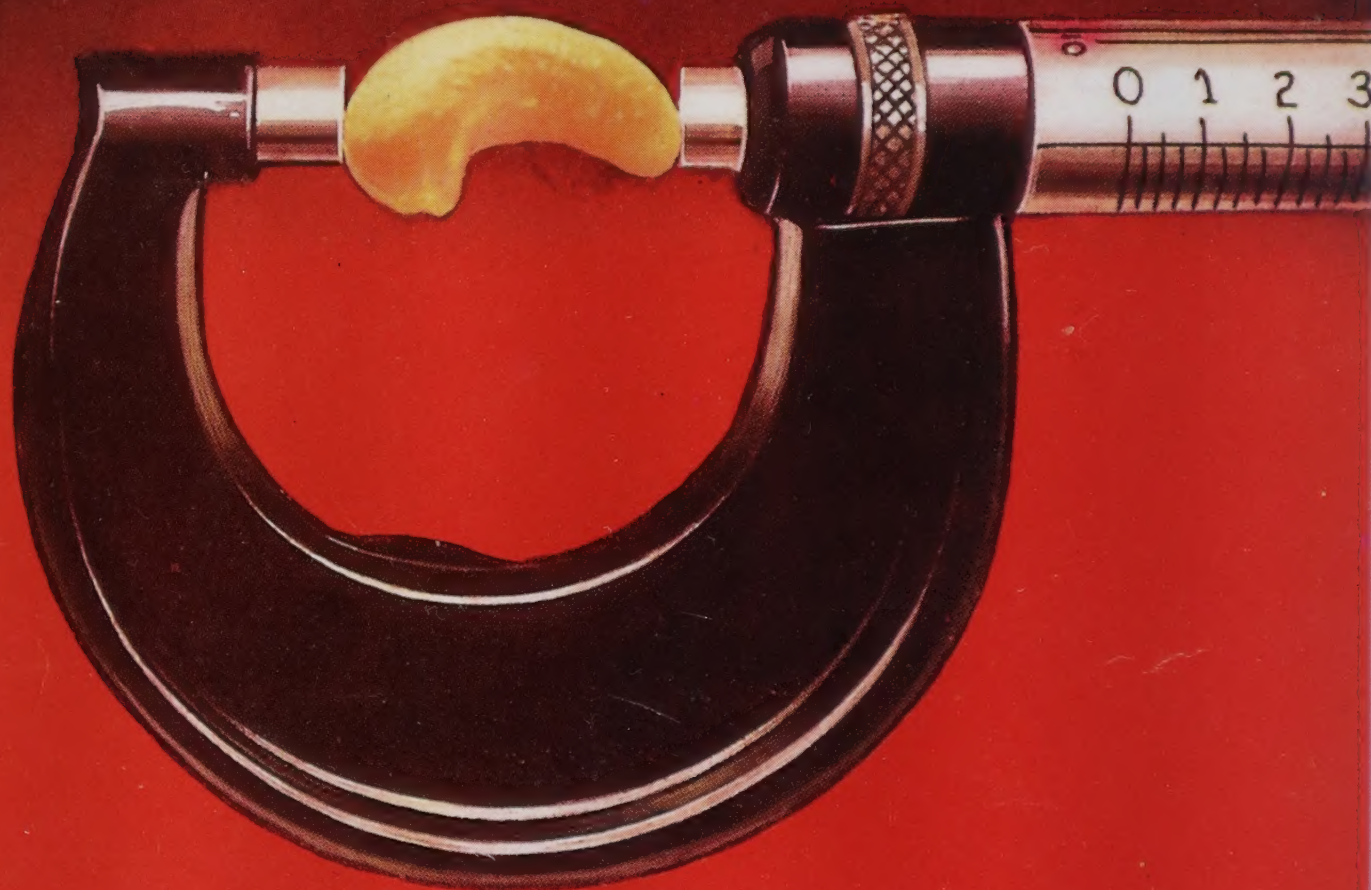
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INDIAN CASHEW JOURNAL



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The Council takes no responsibility for the statements and opinions expressed by the contributors.

Editor, Printer & Publisher

Dr. K.G. Nayar

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FOOD FOR THOUGHT Indian Materia Medica on Cashew

Dr. K. M. Nadkarni's Indian Materia Medica, covering Ayurvedic, Unani - Tibbi, Siddha, Allopathic, Homoeopathic, Naturopathic and Home Remedies (first published in 1908) while discussing the uses of cashews stated as under:

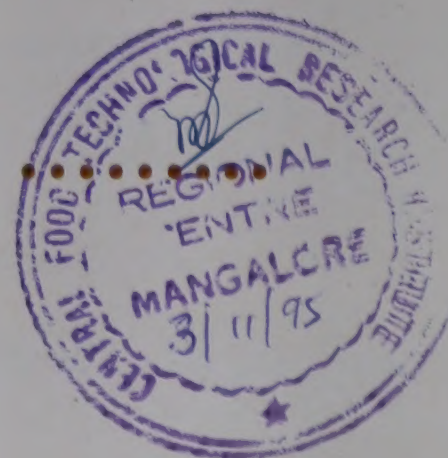
"A well-known native physician of Ratnapura (Ceylon), recently deceased, had been observing a leper in an advanced stage of leprosy subsisting entirely on cashew fruits, in jungles of Kakul Korle, almost completely cured. Later experiments by the physician proved that cashew is beneficial in other bad skin maladies also. Dr. R. Row, MD, D Sc, F C P S, etc., of Bombay City, also agreed with the Ratnapura physician's observations. The kernel is a good substitute for almond mixture and a food for weak patients suffering from incessant and chronic vomiting with 2-3 minims of dilute hydrocyanic acid in each dose. The oil obtained from the kernels is remarkably sweet, edible, wholesome, and is a mechanical as well as chemical antidote for irritant poisons. It is also a good vehicle for liniments and other external applications, and as such is useful for pharmaceutical purposes."

The above statements call for clinical studies on the health advantages of cashew apple and cashew kernels.

Publisher

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THE BEST CASHEWNUTS IN THE WORLD. ENOUGH SAID.

CASHEW: A VERSATILE NUT WITH UNLIMITED GROWTH POTENTIAL

Dr. K.G.Nayar*

Cashew is a versatile nut. It is in fact, a poor man's crop and the rich man's favourite snack food all over the world. Cashew is a unique

excess calories. Cashewnuts do not lead to obesity and help to control diabetes. In short, it is a good appetiser, an excellent nerve tonic, a

1994 in San Francisco, USA, which was attended by more than 200 world renowned nutritionists, dieticians, medical doctors, chefs, food writers etc., brought out a lot of revealing and useful information on the nutritional and health advantage of tree nuts.



combination of fats, proteins, carbohydrates, minerals and vitamins. Cashew contains 47% of fat, of which 82% is unsaturated fatty acids. The unsaturated fat content of cashew not only eliminates the possibility of increase of cholesterol in the blood, but also balances or reduces the cholesterol level. Cashew also contains 21% of proteins, 22% of carbohydrates and the right combination of amino acids, minerals and vitamins. Therefore, nutritionally they stand on par with milk, eggs and meat. As cashew has a very low content of carbohydrates, almost as low as 1% of soluble sugar, the consumer of cashew is privileged to get a sweet taste without having to worry about

steady stimulant and a body builder.

There are 33 different grades of cashew kernels, of which 26 are commercially available and exported. These can be broadly classified into White Wholes, Scorched Wholes, Dessert Wholes and Pieces. At present, cashew kernels are mainly used as a snack food item in roasted and salted form. The broken kernels are mainly used in confectionery, bakery and chocolate industries. Of late, many cashew recipes have been developed and they are gaining popularity among housewives the world over.

The international symposium on "Treenuts, Health and Mediterranean Diet" held in June

In a major departure from traditional US perceptions of healthy eating, leading international nutritionists have created a new "Mediterranean Diet Pyramid"; emphasising the nutritional benefits of plant based food including tree nuts. This new diet pyramid which was formally presented at the Symposium was developed by the World Health Organisation, European Regional Office, WHO/FAO Collaborating Center in Nutrition at the Harvard School of Public Health and Oldways Preservation and Exchange Trust. This food pyramid is based on dietary traditions of the Mediterranean Region and constructed in the light of current nutrition information on different food items. This food pyramid interalia recommends nuts as a healthy diet ingredient for daily consumption.

QUALITY ASPECTS

Quality has become the vital criterion for all items seeking entry into international markets. In the emerging food markets, price no

* Chief Executive & Secretary, Cashew Export Promotion Council of India, Cochin 682 016, India.

longer commands the governing edge in trade. The emphasis has shifted to quality, encompassing the aspects of safety, reliability and acceptability of the product to the customer/consumer. To ensure a place in the emerging new markets, especially in a competitive environment, every product has to achieve internationally accepted quality standards, and cashew being a predominantly export oriented food product, it is all the more relevant and important.

Of late, there is a growing level of environmental concern in all countries leading to new and stringent regulations on quality of food products and on the type of packing materials used. These regulations relate to use of lead-free solder in tin containers, avoiding use of toxic/carcinogenic chemicals in preservation, storage, use of environment-friendly and recyclable materials for packaging etc. The cashew industry has started using lead-free solders in tins used for packing and export of cashew kernels from January 1994. Flexible packaging systems, which are safe, chemically neutral, environmentally friendly and recyclable are also in trial stages.

CASHEW IN THE INDIAN ECONOMY

Cashew is indigenous to Brazil, but India is the country which nourished this crop and made it a commodity of international trade and acclaim.

Cashew has gained significant economic and social importance in

India as a major foreign exchange earner. During the year 1993-94, cashew was the second largest foreign exchange earner among the agricultural commodities exported from India, next only to rice. The in-



come from cashew exports constituted 1.4% of the total export earnings of the country.

This industry provides employment to more than 5 lakh people in farms and factories. In the cashew processing factories, over 90% of the workers are women from the lowest strata of society, mainly belonging to socially and economically backward communities. India is the largest producer, processor and exporter of cashew kernels in the world. Our cashew kernels are exported to more than 60 countries in the world, mainly to the USA, Netherlands, UK, Germany, Japan and Australia. Over 60% of cashew imports into USA are from India, and over 40% of India's exports are directly to the USA. Large quantities of Indian cashews are also re-exported from Netherlands to USA and other European countries.

WORLD SCENARIO AND INDIA'S POSITION IN RAW CASHEWNUT PRODUCTION

Current total world production of raw cashewnuts is estimated at 7,50,000 MT. India has produced on an average, 3,50,000 MT of raw cashewnuts per annum in the recent past. The next major producer, Brazil, accounts for a production of over 1,60,000 MT per annum. Other

major producing countries are Tanzania, Mozambique and Kenya in East Africa, Nigeria, Guinea Bissau, Ivory Coast, etc. in West Africa and Vietnam, Indonesia, Philippines and Thailand in South East Asia.

All the processing units in India put together have a processing capacity of over 6,00,000 MT of raw nuts per annum. In India, cashew is mainly grown in Kerala, Andhra Pradesh, Orissa, Maharashtra, Karnataka, Goa and Tamil Nadu. Some quantity is also grown in states like Tripura, Meghalaya and Madhya Pradesh. The processing and exporting activities are concentrated in Kerala followed by Tamil Nadu and Karnataka. The productivity of raw cashewnuts varies from state to state. The national average is 616 kgs per hectare. This is far less than the achievable level of 1000 kgs. per hectare if proper planting materials are used and the latest technologies employed. The National Research Centre for Cashew (under the Indian Council of Agricultural Research) Puttur, Karnataka and the Agricultural Universities in Southern States have developed very good planting materials and advanced farming technology.

The 8th Plan allocation for cashew development is Rs. 48 crores targeting a production level of 6 lakh MT by 2000 A.D. However, our requirements of raw cashewnuts would be about 10,00,000 MT to yield about 2,50,000 MT of cashew kernels i.e. 1,50,000 MT of kernels for export and 1,00,000 MT for domestic consumption.

The benefits that could be derived by promoting cashew cultivation are :-

- * Import substitution
- * Development of wastelands
- * Improvement of ecology
- * Prevention of soil erosion
- * Employment generation in farms and factories.
- * Generation of employment among women, especially among socially and economically backward communities in rural areas.
- * Dispersal of industries to rural areas
- * Prevention of migration of the rural poor to cities
- * Development of industries with minimum consumption of electric power
- * Additional foreign exchange earnings.

Cashew is essentially an agricultural commodity and its production is subject to the vagaries of nature. Hence, for a steady supply of raw cashewnuts domestically, a minimum production level has to be ensured. This can be achieved only by extension of cultivation to different geographical regions, utilisation of varieties suitable for different agro-climatic conditions and also varieties resistant to the vagaries of nature, pests, diseases, etc.

It is learnt that the four Southern States of Andhra Pradesh, Karnataka, Tamil Nadu and Kerala together have nearly 61,000 sq.kms of wasteland of various types.

At least 10% of this area may be suitable for cashew cultivation. If these areas are utilised for raising cashew plantations, our dependence on imported nuts and outflow of foreign exchange could be avoided. The Department of Wastelands Development also has schemes for providing financial assistance upto Rs. 25 lakhs to farmers who take up cashew cultivation under approved wasteland development programmes.

Many private entrepreneurs and farmers are keen to develop cashew plantations. However, the main factor which hinders establishment of viable and economic cashew gardens on plantation scale is the land ceiling law prevalent in the cashew growing states.

It is heartening to note that the State Governments of Maharashtra and Kerala have realised the potential for developing cashew not only as a major foreign exchange earner, but also as a vehicle for socio-economic change, and have announced the exemption of cashew cultivation from the purview of land ceiling laws.

There are more than 25 high yielding and early bearing varieties of cashew developed by the NRCC and Agricultural Universities, but these have not been widely propagated. Modern technologies and research findings also have not reached the farms at the required levels due to lack of proper extension services. Although, of late, the situation has improved substantially, it is not enough. Sufficient number of grafts should be made available

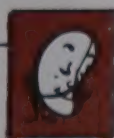
to the farmers to meet their replanting and area expansion requirements. Also, extension services should be expanded and further strengthened to ensure that the findings of our research institutions reach the farmers without much time lag.

WORLD SCENARIO AND INDIA'S POSITION IN EXPORT OF CASHEW KERNELS

According to the information available, the world exports of cashew kernels had crossed 1,00,000 MT in 1994, of which India's share was 77,000 MT. Brazil had the second place offering about 23,000 MT. Countries in East and West Africa and South East Asia contributed the rest.

Until the early 1970s, India had a near monopoly in the export of cashew kernels to world markets, although India was by no means the only producer of raw cashewnuts. With the emergence of more than 20 countries producing and processing cashew kernels, the world cashew scenario has changed. India still holds her position as the largest exporter of cashew kernels in the world by importing large quantities of raw cashewnuts from all available sources and processing and exporting cashew kernels. The dexterity and skill of our cashew processing labour are the greatest assets of the cashew industry that keeps the nation ahead of others in cashew exports.

Exports from India are mostly plain cashew kernels in bulk packaging. These are imported by big wholesalers in the consuming



countries and repacked by retailers. These retail packs are marketed under the well established brand names of local packers, who deal in other nuts also. For our exporters to penetrate into these foreign markets, they should have equal or better marketing skill and resources for promotion.

Over 99.9% of our cashews go in bulk packaging and as plain cashew kernels in 4 gallon prime tins with a net weight of 25 lbs or 11.34 kgs. flushed with carbondioxide. It is unfortunate to note that even with over 7 decades of experience in international trade in cashew kernels, the exports of cashew kernels in value added forms/ consumer packs constitute less than 0.1% of our total exports. In India, we now have different varieties of consumer packs including roasted and salted, sugar coated, spiced and masala fried cashews. However, no serious efforts have been taken by Indian exporters to market cashews in consumer packs in foreign markets.

As there are no well established Indian brands, generic promotion has to be undertaken in association with other cashew exporting countries, highlighting the health and nutritional advantages of cashew. Public perception of nuts as a source of harmful fats has to be countered. The fact has to be driven home to them that the fat content

in nuts, especially cashews has a beneficial effect on human health

Brand promotion has to be undertaken by individual exporters. Consumers in the developed world are used to identifying quality with individual brands and they go in for individual brands based on their own perception of quality. Therefore efforts will have to be concentrated on promoting individual brands with specific quality parameters.

Full utilization of cashew apple, cashewnut shell liquid, cashew shell and cashew testa will lead to higher realisation of income for farmers and cashew processor-exporters.



There are also prospects for setting up units for utilisation of cashew apple, which at present is mostly wasted. Many preparations like juices, jams, candies, pickles, chutneys and alcoholic beverages can be prepared from cashew apple. Cashew apple juice is said to have many medicinal values and is very popular in Goa.

Cashew Nut Shell Liquid is a by-product of the cashew processing industry. It is a versatile industrial raw material that has applications in polymer based

industries such as friction linings, paints and varnishes, laminating resins, cashew cements, polyurethane based polymers, surfactants, epoxy resins, foundry chemicals and intermediates for the chemical industry. There are many end uses for this chemical in India and abroad.

Another product of the cashew industry which can be put to profitable use is the cashew shell. The outer shell, after removal of the kernel and extraction of shell liquid is now used only as a fuel. This shell can be used for the manufacture of particle boards for the packaging industry. Presence of residual CNSL in the shells makes these boards moth and heat resistant.

Tannin can also be extracted from the brown skin (testa) of the kernel. It has applications in the leather industry. Factories for tannin extraction from cashew testa also have good scope.

The key to opening up new markets or expanding the existing ones lies in our ability to ensure an uninterrupted supply of best quality products at competitive prices. This is possible only if we modernise cultivation practices and improve productivity and production by raising economically viable farms and venture on export of best quality products, in tune with consumer requirements supported by vigorous promotion programmes.



World Cashew Exports : India Tops In 1993-94

EXPORTS

India remained the largest exporter of cashew kernels among the producing countries. It exported a record volume of cashew kernels during 1993-94 and had a market share of over two-thirds while Brazil came a distant second with 21.8%. The rest of the countries taken together exported about 4.6%.

There has been a steady increase in market share from 50% in 1992 and around 60% in 1993 to over 70% in 1994. This increase has been possible mainly because of a good domestic crop and higher import of raw cashew seeds.

The major loser in the cashew kernel exports during 1993-94 has been Brazil. Adverse climatic and economic conditions has led to this decline. Even the normally drought resistant cashew crop was not able to escape the severe drought of 1993.

On the other hand India's exports of CNSL has been going down year by year. One of the reasons could be the reduced use of CNSL in industries.

IMPORTS

Among the importers of cashew kernels, countries in the American and European Zone led the way. Although the fall of the erstwhile CIS had a major impact on the exports of cashew kernels from India in 1992-93, the consequent rise of Russia gives a glimmer of hope.

The USA continued as the major buyer of Indian cashews during the year. Countries like the UK, Germany, Netherlands, Israel and Kuwait have increased their imports during recent years.

Imports to Australia which had gone down drastically are picking up again while those to the African Zone remains negligible.

As far as exports of CNSL is concerned, Japan and South Korea remain the major buyers, but there has been a drastic decrease in the imports to South Korea which has affected the exports from India.

EXPORT OF CASHEW KERNELS BY MAJOR PRODUCING COUNTRIES

(Quantity in MT)

Countries/Year	1987	1988	1989	1990	1991	1992	1993	1994 (P)
India	38602	32138	43886	49533	48989	50282	62801	77112
Brazil	15218	23405	27443	27058	23429	41958	29484	22680
Mozambique	3447	4559	3356	3878	3107	3765	2449	1701
Tanzania	726	1043	1860	1089	1043	975	91	114
Kenya	612	1792	726	340	1202	703	340	113
Others	1520	2087	3130	4309	3674	3039	3198	2835
Total	60125	65024	80401	86207	81444	100722	98363	104555

Source: Man Producten Rotterdam B.V., the Netherlands Nov. 1994

P-Preliminary.



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EXPORT OF CASHEW KERNELS FROM INDIA.

Countries	1990-91		1991-92		1992-93		1993-94		1994-95 (P)	
	Qty	Value	Qty	Value	Qty	Value	Qty	Value	Qty	Value
	(MT)	(Rs. '000)	(MT)	(Rs. '000)	(MT)	(Rs. '000)	(MT)	(Rs. '000)	(MT)	(Rs. '000)
I. American Zone										
Canada	208	17695	326	44704	572	78791	756	109129	902	156551
U.S.A.	6785	571080	14387	1997980	24487	3254689	29973	4313734	29835	4588304
Others 1	0	0	16	2680	60	9579	18	2855	79	9024
I. Total	6993	588775	14729	2045364	25119	3343059	30747	4425718	30816	4753879

II West European Zone										
Belgium	0	0	8	1452	0	0	0	0	0	0
Greece	0	0	44	7085	6	1079	107	17862	150	25444
France	2	254	55	7538	123	13151	454	65859	513	81235
German F.Rep.	1594	141657	910	145862	1010	139924	1289	199210	1848	315112
Italy	35	3316	72	8589	60	9629	82	11193	97	14320
Netherlands	7648	656565	11800	1696992	11586	1685370	13580	2173206	12990	2135940
Norway	0	0	15	2498	0	0	15	1999	0	0
Portugal	2	226	16	2223	65	10119	62	9888	30	4737
Spain	4	377	62	10041	117	17165	265	45613	241	37250
Switzerland	15	1585	30	4712	15	2415	51	7690	31	5043
U.K.	594	48242	1654	235028	3908	567820	4546	702692	3917	662315
Others 2	10	1056	41	6472	13	2378	12	2476	52	8130
II Total	9904	853278	14707	2128492	16935	2453602	20463	3237688	20005	3312786

III East European Zone										
Czecho Rep.	770	72639	1815	238505	150	22715	285	46841	15	2600
C.I.S. (erstwhile USSR)	21349	1892286	2903	357630	46	6247	0	0	0	0
Russia	0	0	0	0	0	0	1704	259638	5533	923173
Others 3	19	2963	2	372	1	227	0	0	30	5812
III Total	23818	2126664	4720	596507	197	29189	1989	306479	5668	946839

IV. African Zone 4										
IV. Total	6	927	20	2734	8	1059	17	2861	14	2466



V. West Asian Zone										
Bahrain	128	9518	122	13485	114	12841	253	30421	238	35232
Israel	47	4909	179	28094	460	74051	712	123457	1029	197553
Kuwait	85	8408	147	21666	164	25591	243	39018	280	45573
Lebanon	0	0	120	20023	44	5453	155	11895	133	19461
Oman	4	328	23	3657	7	1016	10	1581	5	1021
Qatar	0	0	7	1511	2	367	1	320	11	1900
Saudi Arabia	16	1420	249	36298	225	28341	322	53152	508	87543
Turkey	31	3409	75	12335	0	0	0	0	0	0
U.A.E.	553	53891	1531	209003	1147	167153	1824	192633	2382	391213
Others 5	0	0	0	0	0	0	0	0	15	2736
V. Total	864	81883	2453	346072	2163	314813	3520	452477	4601	782232

VI. Oceanic Zone										
Australia	1340	120769	2479	354861	1920	275421	2939	458825	3762	629616
New Zealand	114	10968	168	24559	235	35298	176	26484	407	65559
VI. Total	1454	131737	2647	379420	2155	310719	3115	485309	4169	695175

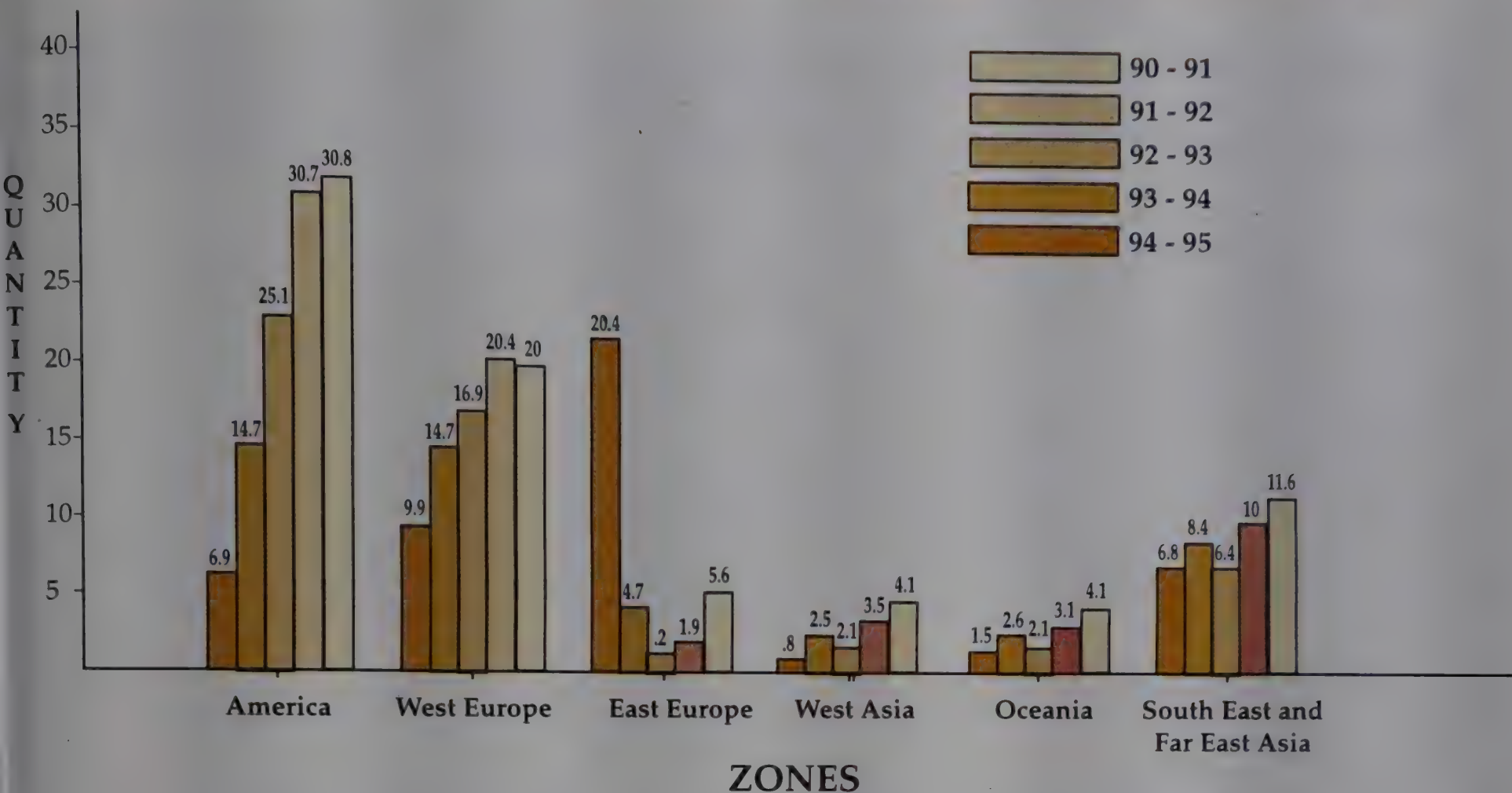
VII. South East and Far East Asian Zone										
Hong Kong	1124	116408	1446	208143	1133	171034	2548	388627	3479	601826
Japan	3833	358716	4463	640344	3843	555920	5239	811853	5576	911064
Korea Rep.	61	5497	116	16627	82	12657	182	25083	127	19493
Malaysia	55	4216	33	4328	46	5135	141	20870	229	36572
Nepal	10	977	4	370	0	0	0	0	0	0
Singapore	1507	128804	1794	237042	1340	195565	1093	168877	1513	238119
Sri Lanka	23	2337	96	12166	0	0	0	0	66	11052
Chinese Taipei	139	13662	451	64414	409	61509	728	116632	420	68429
Others 6	83	8511	59	8862	6	632	102	17727	217	39766
VII. Total	6835	639128	8462	1192296	6859	1002452	10033	1549669	11627	1926321
Total exports	49874	4422392	47738	6690885	53436	7454893	69884	10460201	76900	12419698

Note:- (P) = Provisional

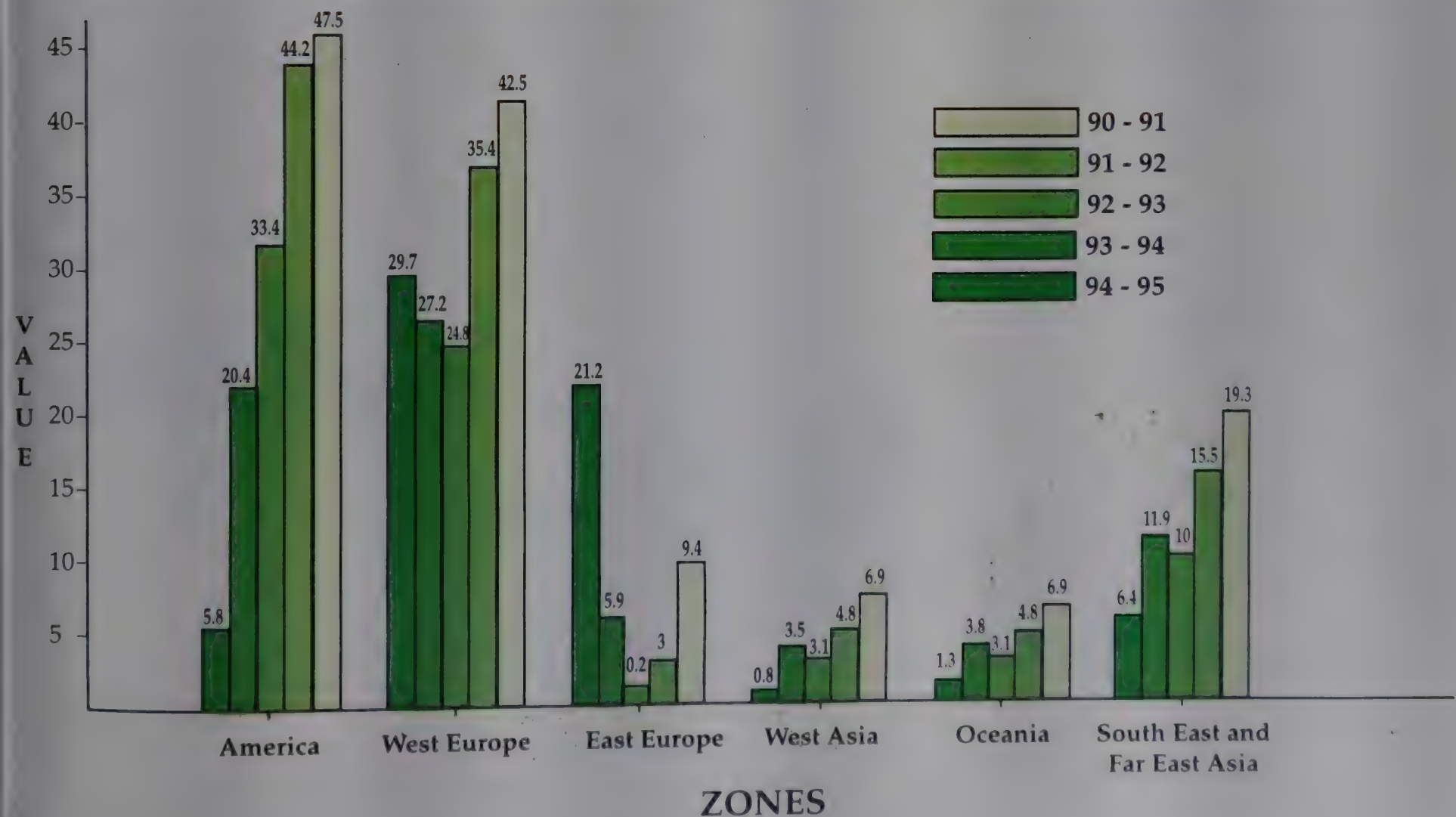
1. Bahamas, Mexico, Bermuda, Panama, Brazil, Norfolk Is., Chile, Honduras, Venezuela.
 2. Cyprus, Sweden
 3. Yugoslavia, Hungary
 4. Egypt, Zaire, Djibouti, Swaziland, Tanzania Rep., Zimbabwe, Seychelles, Malawi, Nigeria, South Africa
Libya, Ethiopia, Mauritius, Mali
 5. Yemen Arab Rep., P.D.R. Yemen, Iraq, Syria, Afghanistan, Jordan
 6. Brunei, Korea DPR, Male, Bangladesh, China P. Rep., Thailand, Macao, Myanmar
- Source: D.G.C. I & S., Calcutta



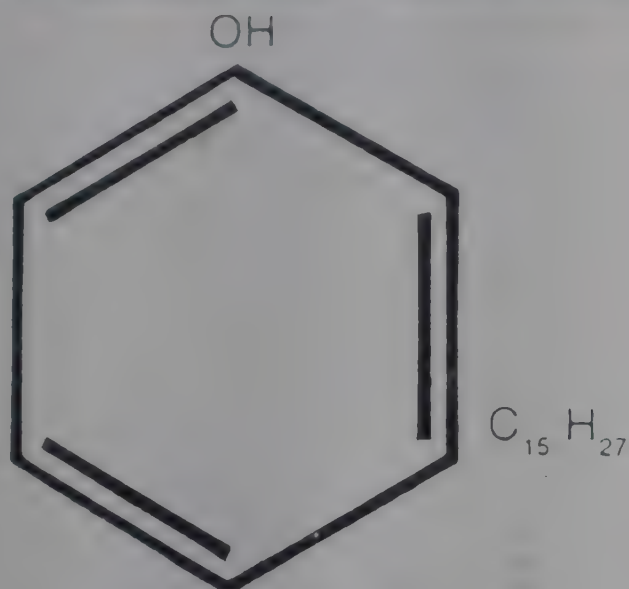
EXPORT OF CASHEW KERNELS TO DIFFERENT ZONES (IN '000 MT)



EXPORT OF CASHEW KERNELS TO DIFFERENT ZONES (IN RS. CRORES)



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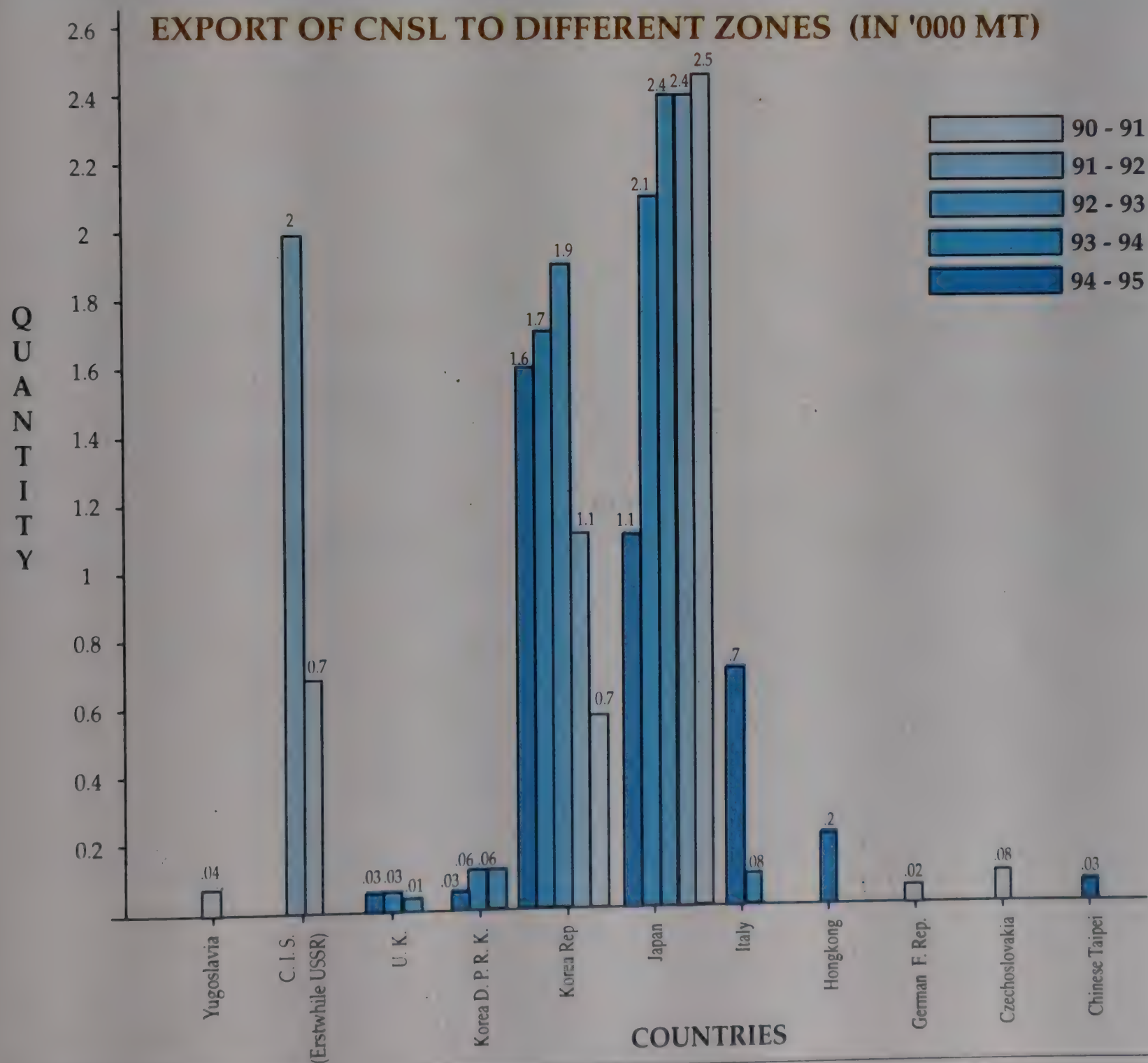
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EXPORT OF CASHEWNUT SHELL LIQUID FROM INDIA

	1990-91		1991-92		1992-93		1993-94		1994-95 (P)	
Countries	Qty	Value	Qty	Value	Qty	Value	Qty	Value	Qty	Value
	(MT)	(Rs. '000)	(MT)	(Rs. '000)	(MT)	(Rs. '000)	(MT)	(Rs. '000)	(MT)	(Rs. '000)
Chinese Taipei	0	0	0	0	0	0	0	0	35	365
Czechoslovakia	84	735	0	0	0	0	0	0	0	0
France	5	68	0	0	0	0	0	0	0	0
German F. Rep.	18	132	0	0	0	0	0	0	0	0
Hongkong	0	0	0	0	0	0	0	0	160	1270
Italy	686	19548	0	0	0	0	0	0	80	553
Japan	1106	6948	2173	17963	2351	20001	2467	17923	2482	12402
Korea Rep.	1624	12266	1664	17246	1907	18061	1063	9594	728	7156
Korea D.P.R.K.	32	730	0	0	0	0	64	522	64	757
Malaysia	3	65	5	84	0	0	1	42	0	0
U.K.	30	592	0	0	0	0	30	804	15	442
C.I.S. (erstwhile USSR)	2030	14115	700	4900	0	0	0	0	0	0
Yugoslavia	40	351	0	0	0	0	0	0	0	0
Total	5658	55550	4542	40193	4258	38062	3625	28885	3564	22945

(P) : Provisional Source: D.G.C. I & S, Calcutta



IMPORT OF RAW CASHEWNUTS INTO INDIA

	1990-91		1991-92		1992-93		1993-94(P)	
Countries	Qty (MT)	Value (Rs. '000)	Qty (MT)	Value (Rs. '000)	Qty (MT)	Value (Rs. '000)	Qty (MT)	Value (Rs. '000)
Australia	0	0	25	297	0	0	0	0
Benin	1166	19681	2443	57943	3581	99259	6386	166549
Brazil	0	0	0	0	3895	99826	0	0
Denmark	127	1234	0	0	0	0	0	0
El Salvadore	226	2260	280	6015	0	0	0	0
Equatl. Guinea	0	0	0	0	0	0	5633	154780
Ghana	0	0	0	0	0	0	25	572
Guinea	2123	37180	700	20260	3733	138137	3542	111308
Guinea Bissau	8404	148819	16924	501643	5500	199833	6929	182873
Guatimala	175	2575	316	7230	251	6441	0	0
Honduras	0	0	43	796	290	8202	0	0
Indonesia	2144	34029	12972	328061	11540	312243	19196	511386
Ivory Coast	4333	67286	7552	188176	8791	242337	16710	474860
Kenya	0	0	0	0	0	0	1046	26249
Mozambique	0	0	1384	39187	13973	343562	17772	449863
Malagasy Rep	986	15718	1576	41326	266	6801	348	6666
Myanmar	40	633	0	0	0	0	0	0
Netherlands	0	0	0	0	0	0	100	2670
Nigeria	13249	251404	5170	124717	12509	310998	10607	235613
Philippines	1217	19321	1376	32331	286	8042	1148	28918
Portugal	0	0	0	0	238	6592	0	0
Senegal	1020	16149	995	23805	1132	29127	1222	29743
Singapore	1210	25334	3992	108438	255	6127	6267	163671
Spain	0	0	0	0	0	0	146	4043
Togo	1435	22903	287	7386	942	25723	228	4179
Tanzania	10743	206269	21051	549393	27728	797423	60538	1446588
Thailand	305	4540	201	3951	195	5220	400	10818
U.S.A.	0	0	50	969	0	0	521	15585
Vietnam	33736	464677	28641	622344	39880	1117419	31393	800083
Venezuela	0	0	102	2561	0	0	0	0
Total	82639	1340012	106080	2666829	134985	3763312	190157	4827017

(P): Provisional

Source: D.G.C. I & S., Calcutta



TREE NUTS AND MEDITERRANEAN DIET

Eat, drink and be Mediterranean" says Nancy Harman Jenkins, author of a recent article "Healthy Secrets of a Delicious Diet" in *Modern Maturity*, a US magazine. Jenkins is also the author of *"The Mediterranean Diet Cookbook"* and lives in Maine, USA and Tuscany, Italy. She is among a growing number of journalists and writers for prominent publications who will now be including tree nuts in their articles over the next year.



Similar articles are appearing in Spain and Italy as evidenced in the quotes noted there. More importantly, a Spanish press release about the addition of nuts to the Mediterranean diet was distributed throughout Spain and South America, along with the new Mediterranean diet pyramid to physicians in *Nutricion Clinica* and *Geriatrica*. Several inquiries were received by the International Nut Council (INC) from physicians asking for more information. Let's look at some quotes from recent newspaper and magazine articles published in the US and in Europe.

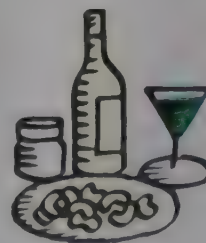
Maria Psychoyou, an art student, lives in Athens but continues to eat the typical diet of her native Crete. Her daily salad includes plenty of thick leaved purslane, and when drinking a glass of her favourite grape seed juice she is likely to accompany it with a snack of walnuts

and honey:

"I grew up in Chania in Crete and although I now live in Athens I still eat a typically Cretan diet. I start the day with bread and butter, but with lots of honey and milk. My main meal is lunch. I often eat snails as an hors-d'oeuvre, either boiled in water with thyme or fried with seasoned flour. For a main course I'll have some beans or meat, often with pilaf. I nearly always have a salad, which includes tomato, cucumber, feta cheese and purslane which is a thick-leaved weedy plant that's grown back home. Sometimes I'll have that by itself, garnished with lemon and oil.

I use olive oil on salads, but otherwise don't put that much in my cooking. I use very little butter as well, but I eat lots of cheese - feta, goat's or Mesithra, a Cretan cheese that my mother sends me. I also eat tons of olives.

My evening meal usually includes meat - nearly always rabbit or game, and often in garlicky tomato sauce. If I have a pudding, it will probably be yogurt with honey.



Drink? Of course. I do like wine, but more often I have grape seed juice and I often eat walnuts and honey with it. I never drink without eating." *The European*, 30 June, 1994 "Health: Renaud and the Mystery of the Cretan Diet"

"The Mediterranean diet gets high marks for its emphasis on grains, fruits and vegetables. It allows up to 35 percent of calories from fat, mostly from olive oil, NUTS and cheeses..." Shannon Brownlee with Robert Barnett, *U. S. News & World Report*. July 4, 1994.

"People trying to control their diabetes with diet have a tasty bit of news: They can use more olive and canola oils, avocados, NUTS and other fatty foods in place of some of the mounds of vegetables they now eat..." Jerry E. Bishop, *The Wall Street Journal*.

"Nuts are back, cheese is OK, pasta is stupenda and don't spare the olive oil... The Mediterranean diet has a fondness for beans and even nuts which joins vegetables and fruits as secondary staples... fat is OK. The good fat, that is monounsaturated fats like olive and NUT oils." Susan Kuchinskis, *San Francisco Examiner*, June 23, 1994

"The Mediterranean diet bodes well... putting vegetables, grains, legumes, fruits and NUTS at the center of American plates." Karin Horgan, *Vegetarian Times*.

"The main divergence from the USDA-promoted pyramid is... the inclusion of NUTS and a much higher tolerance for plant-derived fats, notably olive oil." Karola Saekel, *San Francisco Chronicle*.

The content list of nuts reads very much like that of a multiple-

vitamin capsule. Nuts are rich in magnesium, zinc, selenium, and copper, and most nuts are good sources of phosphorous, biotin, riboflavin, niacin and iron." *Harvard Medical School; Harvard Heart Letter*, June, 1994.

"Good fat nuts: Almonds, Pecans, Hazelnuts, Walnuts, Macadamianuts, Brazilnuts, Pistachios.

Peanuts: A special case

Peanuts are actually legumes, not nuts. They have about the same type and amount of fat as real nuts. They are also rich in micronutrients tied to less heart disease, cancer and diabetes. Peanuts, like other legumes specifically help keep blood sugar and insulin levels steady" *USA Weekend*; December 2-4, 1994, Circulation: 38 million.

Say 'Nuts' to heart disease.

"A handful of holiday nuts is healthy for you: Their fat is "Good" and packs cancer-fighting antioxidants and a cholesterol controller." *USA Weekend*; December 2-4, 1994, Circulation : 38 million.

"The new pyramid keeps other sources of fat to a minimum, with one surprising exception: NUTS. These have a niche in the largest section of the pyramid, the one for fruits, vegetables and beans." *Newsweek*; December 5, 1994.

"The finding (about the cardioprotective character of the Mediterranean Diet) challenges conventional wisdom that makes restriction of all fats the cornerstone of a healthy diet. Increasingly, researchers are recognizing that the kind of dietary fat often matters more than the total amount; and that numerous substances in food, other than fat, may strongly influence the risk of disease." *Consumer Reports on Health*, November, 1994,



from its cover story, "The Mediterranean Diet: A Better Way to Eat?"

"Nuts are a must in the food habits in almost all civilizations which have recognised their qualities as plant food with high energy value. Recent studies demonstrate that eating hazelnuts daily reduces the cholesterol rates in blood due to the oleic acid."

"The diet that is successful abroad. The old bread 'frumento' was regarded by the population as a good food: adding NUTS and honey was only done when the event was important, and it was like this for centuries."

The menu of those ages speaks about pignoccatte, done with lots of pine kernels, marzipan and amaretto.

According to Boston researchers, Dr. Edward N. Siguel and Dr. Robert H. Lerman, essential fatty acids help to regulate the balance of saturated fats and cholesterol in cells. These fatty acids, like those in nuts, are critical factors in maintaining the fluidity of cell membranes, they say.

The researchers suggest that low levels of essential fatty acids prompt the body's cells to produce an abnormal monounsaturated fatty acid called Mead acid and extra cholesterol, resulting in a gradual hardening of blood vessel walls." People should avoid diets that are so low in fat as to shortchange them on essential fatty acids, with ample amounts of soyabean products, green leafy vegetables, seeds, NUTS and fish be consumed." *New York Times*, August 24, 1994, Dr. Scott Grundy, Texas South western Medical School, Dallas, USA.

"Eat well, dear, and one day you'll be older and wiser." A Dutch study suggests that mental decline can be caused by bad diet. This seems to suggest that a diet of essential fatty acids contained in NUTS and oily fish which reduces risk of coronary disease could also prevent mental decline." *The European*, Nigel Howard, June 30, 1994.

Extracts from "The Cracker"

Cashew - A nut above the rest

INDIAN CASHEW JOURNAL

The Cashew Export Promotion Council of India (CEPC) co-sponsored a "Group Seminar on Cashew Industry" organised by the KJP Research Foundation at Quilon on 5th December, 1994. About 70 delegates from India, the Netherlands, Australia, England, China and Tanzania, representing producers, processors, traders, exporters and R&D workers participated in the Seminar.

"AREA UNDER CASHEW SHOULD BE EXPANDED"



Dr. V. Rajagopalan, Secretary (Industries) Government of Kerala, inaugurating the seminar called for developmental efforts on an equal footing for Cashew as for Rubber. In his introductory remarks, Padmasree Prof. N. Balakrishnan Nair, Chairman of the Foundation said that it was the intention of the Foundation to bring together representatives of all interests in the cashew world. The Seminar was designed to discuss the problem of cashew processing and marketing. Mr. Bharathan Pillai, Chairman of CEPC congratulated the Foundation on its efforts.

There were two technical sessions later. The Technical Session I, on Industrial Plantation, was chaired by Mr. P.P. Balasubramanian, Director, Directorate of Cashewnut Development, Government of India. He gave a detailed presentation on the Indian Cashew Scenario and the Cashew Development Programmes. Dr. Elias K. Chacko and Mr. John Downton of Tropical Fruit and Nut Research Lab, CSIRO Division of Horticulture, Australia, presented a paper on "An Overview of Cashew Research and Development in Australia". A comparative analysis of the Cashewnut development

efforts in Indonesia and Vietnam was made by Dr. Ahamed Bavappa, FAO Consultant, which was followed by a discussion among participants.

In the afternoon session on Marketing and Quality Management, which was presided over by Mr. K. Ravindranathan Nair of Vijayalaxmi Cashew Co., Quilon, four papers were presented. The paper by Mr. L.P. Kikoka and Mr. H.S.Nsemwa of the Commercial Service Unit, Cashew and Coconut Tree Project, United Republic of Tanzania was on "Cashew Marketing and Processing-A Tanzanian Experience". Dr. K. G. Nayar, Chief Executive and Secretary, Cashew Export Promotion Council of India presented a paper on "Marketing and Quality Management of Cashew Kernels". A paper on "Cashew Industry Today and Tomorrow" was presented by Mr. Frans Van der Meijden, Star Nut International which was followed by a paper on Nutritional Qualities of Cashew by Dr. S. Venkatraman, Consultant, Pace International.

The plenary session chaired by Dr. Ahamed Bavappa put forward the following suggestions:

1. In view of the possibility of continued increase in the number of cashewnut processing factories and also the area under cashew cultivation in India, a target of 20% annual increase in raw cashewnut production may be set.
2. Liberalised land policy in respect of cashew may be implemented by the concerned





State Governments to encourage expansion of area under cultivation.

3. Cashew Plantations in Private Sector may be encouraged.
4. Cashewnuts, like other tree nuts, may be promoted in foreign countries by the Government of India.
5. Stringent standards may be adopted in the processing of

cashew to maintain the quality of Indian Cashew in accordance with international standards.

6. Zero level pesticide residue in cashew kernels may be achieved. Necessary research programmes in this regard may be taken up by research organisations.
7. Efforts to identify and develop new emerging markets such as the

Middle East may be stepped up.

8. Consumer oriented expansion programmes may be taken up. Potential of local markets should be fully exploited by the industry.
9. Diversification of end products and formulation of value added products of cashew kernel and cashew apple may be intensified by the industry.
10. A data base on all aspects of cashew may be created. The Cashew Export Promotion Council of India (CEPC) has initiated action on this. CEPC may expedite this activity and integration of demand and supply may be achieved.

Dr. A.G.G. Menon, Director, KJP Research Foundation welcomed the participants of the seminar and Dr. (Mrs.) P. Shanta Kelath, Member, Governing Council, KJP Research Foundation proposed the vote of thanks. □

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Cochin - 682 016

(Sd)
(Dr. K.G. Nayar)
Publisher

INDIAN CASHEW: A SUCCESS STORY AT DIFFERENT EXHIBITIONS

FINE FOOD '94

Fine Food '94, the 10th Australian International Food and Equipment Exhibition was held at the Royal Exhibition Buildings, Melbourne from the 4th to 7th

processing, catering and packaging were also displayed.

The visitors to the exhibition comprised of importers, wholesalers, retailers, hotel and restaurant owners, chefs, consumer packers and

Fine Food '94 provided the Indian exporters an opportunity to understand the Australian market and to prepare future marketing strategy to penetrate this hitherto untapped, but fast emerging market in the Oceanic Zone.

S I A L ' 9 4

The 16th SIAL Food Products Exhibition was held at Paris from 23rd to 27th October, 1994. SIAL, one of the largest specialised food fairs in the world is held every alternate year. The Council has been participating regularly in this fair for the past several years.

This year there were over 3542 companies from 77 countries offering more than 25,000 food products at the fair. Indian participation was organised by the India Trade Promotion Organisation, New Delhi, a Government of India Organisation. Apart from the Council, the Tea Board, Spices Board, Marine Products Export Development Authority, Agricultural and Processed Food Products Export Development Authority and 11 private sector companies engaged in export of various food products put up their stalls at the Indian Pavilion.

Blow-ups of different cashew recipes and the model of a cashew tree were displayed at the Council's stall. Different grades and brands of cashew kernels and raw cashewnuts exported from India were also displayed. Literature highlighting



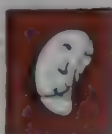
September, 1994. The Cashew Export Promotion Council participated in this exhibition for the second time. Fine Food has over the years, become one of the most popular international events of the Oceanic Zone specialised in the food and beverages industry. Other major participants in this year's exhibition were USA, UK, Germany, Spain, Greece, Italy, Iran, Indonesia, Korea, China and Bangladesh.

The main items on display were fruits, vegetables, nuts, confectionery, groceries, bread, cakes, biscuits, dairy products, fish, fish products, cereals, dehydrated foods, spices, dietary foods, fast foods, health foods and beverages. A variety of equipments for food

food processing machinery manufacturers.

The Council's stall attracted a larger number of visitors throughout the fair. Many trade enquiries were received for bulk packaging as well as roasted and salted cashew kernels in consumer packs.

The Council displayed different grades of cashew kernels exported from India, consumer packs of its members, raw cashewnuts, photographs on cashews and its different uses as also a model cashew tree in its stall. Free samples in the Council's packs were also given. Publicity literature was also distributed. Mr. V.N. Narayanan Nair, Administrative Officer represented the Council at this fair.





the nutritional value and health benefits of cashew, recipe booklets and roasted and salted cashew kernels in Council's publicity pouches were freely distributed.

Mr. K.A. Venkateswaran, Liaison officer represented the Council at this fair. Mr. Don Soetaert, President, International Nut Council, Spain, Mr. K. Gunnerod, Senior Marketing Development Advisor, International Trade Centre UNCTAD/GATT, Geneva and Mr. V. Venkatesan, Advisor (Agriculture & Marine Products), Indian Mission to the European Economic Community, Brussels were among the distinguished visitors to the stall.

GULF FOOD '95

The 5th Gulf Food & Equipment Exhibition and Salon Culinaire; the premier international food exhibition of West Asia was held at the World Trade Centre, Dubai from the 15th to the 18th of January, 1995. The Cashew Export Promotion Council of India participated in 'Gulf Food '95', the second consecutive time it has participated in this biennial event

Sheikh Hasher Makhtoum, Director of Information, Dubai, inaugurated the exhibition. Over

700 companies from 35 countries including 15 national groups from the UK, USA, India, Hungary, Spain, Kenya, France, Netherlands, Denmark, Germany, New Zealand, Italy, Morocco, Egypt and Mauritius participated in the exhibition. This year's edition of the exhibition utilised 3 times more floor space than the previous one held in 1993, an increase of 70% in show space and 40% in the number of exhibitors.

There were 27 Indian stalls in Gulf Food '95. Most of them were



related to rice, spices, milk products, processed foods, fruit preserves, snacks, beverages, confectionery, vegetables and canned foods. Other participants from the Government sector were the Coffee Board, Tea Board and APEDA.

The United Arab Emirates are the largest importers of Indian Cashews in the West Asian Region with annual figures to the order of 1100 to 1500 MT in the recent past, valued at Rs 16 to 21 crores. Other importing nations in the region are Israel, Saudi Arabia, Kuwait, Bahrain, Lebanon and smaller quantities by the Sultanate of Oman and Qatar. Over 90% of the requirements of cashew kernels of West Asia region are met by India. During the first half of the financial year starting April '94 the export of Indian Cashews showed an upward trend. It is expected that during the current financial year the import of cashew kernels by UAE may exceed 2000 MT with a value of over Rs. 33 crores.

Compared to previous trade enquiries from the Gulf which

were for LCL shipments, the enquiries were for FCL, which also shows a marked increase in consumption levels. Keen interest was shown for roasted and salted cashew kernels in consumer packs and also flavoured cashews



with different spice flavours. Sugar and honey coated cashews in consumer packs also attracted much attention from buyers.

Mr.M.P. Muralidhara Menon, H.E., the Indian Ambassador to UAE, Mr. Prabha Dayal, Consul General of India, Dubai & Mr.G.K.Mehta, Consul (Commercial) visited the Council's stall on the first day of the exhibition. Dr.K.G.Nayar, Chief Executive & Secretary represented the Council at the exhibition.

FOODEX '95

The Cashew Export Promotion Council of India participated in Foodex '95, the 20th International

Foodex featured exhibitors in 31 National Pavilions and Japanese exhibitors in 4 halls. About 85,000 business people visited the exhibition, including wholesalers, distributors, importers, restaurant personnel, fast food professionals, catering specialists and representatives of food manufacturing/processing industries, department stores and supermarkets. Entry was restricted to people connected with the food industry.

In addition to the Council, the Embassy of India, the Marine Products Export Development Authority (MPEDA), the Agricultural & Processed Food Products Export Development Authority

The fat profile of cashew which makes it cholesterol free and good for health was also highlighted to the visitors. Some Japanese companies displayed their product range in the Council's stall at the Council's request and the initiative of the recently formed Japan Nut Association. They included M/s. Kyoritsu Food Co., Tokyo, M/s. Rokko Butter Co., Kobe, M/s. Toyo Nut Food Co., Kobe, M/s. Shoei Food Industry Co., Tokyo, M/s. Nagoya Banana Process Co., Japan and M/s. Japan Consumers Cooperative Union, Tokyo.

In addition, M/s.Toyo Nut Food Co., M/s. Shoei Food Corporation, M/s. Nissho Iwai Foods, M/s. Mistubishi Corporation and M/s. Rokko Butter Company, were having their own stalls in which their full range of products, including cashews were displayed.

Mr. K. Sahdeva, H.E. the Ambassador of India to Japan, Mr. N. Ravi, Dy. Chief of Mission, Mr. V.K. Majotra, Minister, Economic & Commercial, Mr. Bharat Bhushan, Attache (Commercial) all visited the Council's stall with other staff members of the Embassy of India.

A good number of enquires were received for cashew kernels as well as for roasted and salted and special flavoured cashews in bulk & consumer packs. Honey and sugar coated cashews were very much appreciated and showed much scope for import demand especially by chain stores and health food stores. There were also offers from different firms to act as distributors and sole selling agents in Japan. Ms. U. Indira, Export Promotion Officer, organised and conducted the Council's participation in Foodex '95.



Food and Beverage Exhibition which was held from Tuesday, 7th March to Friday, 10th March, 1995 at Nippon convention centre, Makuhari Messe, Tokyo. Organised by the Japan Management Association, it had the active support of over 40 associations connected with Food and Beverage industries and allied services. This is the biggest and the best exhibition in Japan for the industry. This year's Foodex was held concurrently with Brewtex Tokyo '95, IFPD '95, and Beer Japan '95 at the same venue.

(APEDA), Coffee Board, Tea Board, The India Trade Promotion Organisation (ITPO), M/s. Premier Exports, M/s. M.M. Poonjiaji & Co., M/s. Pawas Canning, M/s. Sachdeva & Sons and M/s. M.D. International also participated in Foodex '95 at the Indian pavilion.

The Council distributed recipe books of cashews to inculcate the habit of using cashews in Japanese cuisine and for inducing more use in confectionery, bakery and food industries.



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SOUTH AFRICA.

A H A R A ' 9 5

The 10th International Exhibition for Food, Food Processing, Hotel and Restaurant Equipment and Supplies - AHARA '95 was held at Pragati Maidan, New Delhi, from 8th to 15th March 1995. The India Trade Promotion Organisation organised this Fair in association with Agricultural and Processed Food Products Export Development Authority (APEDA), Association of Resource Companies for the Hospitality Industry (ARCH), Confederation for Indian Food Trade and Industry (CIFTI) and the Hotel and Restaurant Equipment Manufacturer's Association of India (HOREMP).

The biennial show, AHARA '95, has become the best opportunity for trade and business interests, both from India and abroad to interact with each other to mutual advantage. Because of the Government of India's commitment to promote the food processing sector and other agro-based industries, this year's AHARA '95 was organised concurrently with AGRI EXPO, the first integrated international exhibition on agriculture and allied sectors at the Pragati Maidan, New Delhi.

Dr. Shankar Dayal Sharma, the President of India inaugurated the twin trade fairs 'AHARA '95 and 'AGRI EXPO '95' with a call to Indian farmers and industrialists to take advantage of the new opportunities



thrown up by the economic reforms and changing world trade environment.

Over 210 companies from India and a large number of leading firms from France, Italy, Germany, Finland, Hong Kong, UAE, USA, UK and Singapore participated in AHARA '95. These companies displayed fresh and processed food products, different varieties of rice exported from India, agricultural and horticultural products, food processing machinery and equipment, packaging machinery and materials, requisites for hotels and restaurants etc. The Fair was open to business visitors and the public.

The Council participated in the exhibition and two member exporters of the Council viz. M/s. Pace International, Quilon and M/s. India Food Exports, Quilon, also participated in the exhibition through the Council's stall. They utilised two counters at the Council's

stall for display and sales of their brands of consumer packs of roasted/salted, spiced and flavoured cashew kernels.

Besides different grades of cashew kernels, samples of different consumer packs of M/s. Bestnut Corporation, Madras, Western India Cashew Co., Quilon and Sahyadri Cashew Co., Kumta, were also displayed at the Council's stall.

Mr. V. Mohandas and Ms. Anju Anna Jacob represented the Council at AHARA '95.

Apart from the business point of view, one of the main achievements of the Council's participation in AHARA '95 was that it provided a unique opportunity to interact with the Indian businessmen who are presently engaged in export of items from India other than cashews and are desirous of entering cashew trade. It also helped give a full picture of the present state of the cashew industry in India.

Indian Cashew - Naturally the best

The fine art of Cashewnut processing. It is a delicate task: careful handling, moisture control, perfect roasting and what not. A wrong step at any stage and you have a mountain of broken or over-scorched, discoloured kernels on your hand. Till now, you, the Cashewnut processor had taken it as a part of the whole game. Something you just cannot control. Not any more. Now here is a drier that revolutionises cashew processing. The APNA Cashew drier. It makes Cashew drying as simple as putting the tray in and taking it out. APNA-drier provides constant and controlled heat, thus removing the possibility of scorching

and discolouration of kernels. No shifting or turning of the kernels required. The result: brighter plus whiter Cashew kernels with more market value and very few broken. And all this within a short span of $3\frac{1}{2}$ hours. The whole process is controlled by an electronic controller with indicating meter, neon indicators and timer fitted with automatic alarm and switch-off controls. Adjustable dampers, with provision for air-inlet filtration are also provided. The construction is rugged and suitable for heavy duty work. Reduce the fuel bill, increase labour productivity, get better process hygiene and recover investment in just 3 months.

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 Kollam - 691 001
 Tel: 77224

A combined Dutch and German delegation sponsored by Arbeitskreis Erdnuss (AKE), Spadenteich 1, 20099 Hamburg visited India from the 8th to 15th January, 1995. The fourteen member team visited India to explore the possibility of increasing imports of groundnuts and cashew-nuts into Germany and the Netherlands. The delegation was led by Mr. Roland Berndt of M/s. Bahlsen Snacks Deutschland, Hamburg. Its programme in India was co-ordinated by the Indian Oil and Produce Exporter's Association (IOPEA) Bombay.



DUTCH AND GERMAN DELEGATION VISITS INDIA

The team reached Trivandrum on 13th January 1995 and had deliberations with individual cashew exporters at Hotel Ashok Beach Resort, Trivandrum. The delegation also visited a cashew processing factory at Quilon on 14th January 1995 and witnessed the different stages of cashew processing. On the same day the Cashew Export Promotion Council arranged an open house meeting with its members at Quilon. Mr. P. Bharathan Pillai, Chairman of the Council presided over the function. Mr. Roland Berndt and Mr. E. Klinkenberg of M/s E. Klinkenberg, Naarden, spoke

on behalf of the delegation. Other members of the delegation included Peter Riege, Riege Handelsges mbH; Rainer Luhrs, Altje & Co.; Wolfgang Schwindt, Bruder Kunz GmbH & Co. KG; Dieter Fels Nuts Consult and Public Relations; Urban Jorissen, Dr. Wiertz - Dipl. - Chem. Eggert - Dr. Jorissen GmbH/Handels - und Umweltlaboratorium; Kleis Broekhuizen Chinagro B.V.; Siegfried Hartwig, Riege Handelsges mbH; Paulvan Velzen, Alimenta Commodities Rotterdam B.V.; Sean Patrick Keogh, ipr, idee public relations; Alfred Pawlowski, Bahlsen Snacks; Nico B. den Drijver, Vebero Eastwood Upgrading Blanching B.V.; and Edwin Klinkenberg, Klinkenburg U.K. Ltd.



The meeting provided a unique opportunity for the cashew exporters to have first hand information on problems of cashew importers and their suggestions on how to improve trade with Germany and the Netherlands.

The team members expressed their appreciation of the arrangements and assistance provided by the Council to make their visit to India a success. □

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DIRECTORY OF INDIAN CASHEW EXPORTERS - 1995

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THE CASHEW EXPORT PROMOTION COUNCIL OF INDIA
Chittoor Road, Ernakulam, Cochin - 682 016, India.



EXPORTER'S PROFILE

T. S. RAJAMANICKAM CHETTIAR & CO.

Importers ♦ Exporters

130, V.O.C. Street, Panruti-607 106, India

Tel: (Off) : 04156 - 22392/22594. Fax : 04156 - 22203



T. S. R. Govindarajalu



T. S. R. Srinivasan

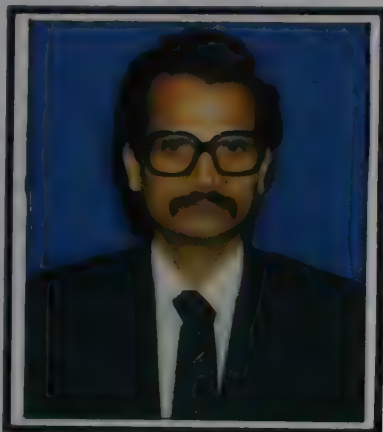
T. S. Rajamanickam Chettiar, born into a small family in Pondicherry started importing arecanuts in a minor way from Singapore and Malaya in 1941. With success accruing in imports he entered into the export market also, when in 1964, along with his sons T.S.R. Govindarajalu and T.S.R. Srinivasan he started selling cashew kernels abroad. Although through the years M/s T.S. Rajamanickam Chettiar & Co. encountered numerous obstacles they have overcome all of them and are presently doing very well.

Under the present managing partner Mr. T.S.R. Govindarajalu, the company has achieved a high standing in foreign countries and are exporting cashew kernels to

countries like UAE, Singapore and Malaysia. He has plans of improving the exports of the company further. Mr. Govindarajalu, a science graduate, has been in the export-import business for the last 30 years. Besides holding important posts in Cashew Manufacturers' and Merchants Association, he has as its secretary, attended numerous meetings of the Cashew Export Promotion Council of India. As a member of the Council's trade delegation, he has visited various countries like Australia, Singapore and New Zealand.

M/s T. S. Rajamanickam Chettiar and Company has also a sister concern-M/s MSK Enterprises, managed by Mr. G. Ramesh Kumar, son of Mr. T.S.R. Govindarajalu.





K. V. Kamaladharan

EXPORTER'S PROFILE

KERALA STATE CASHEW DEVELOPMENT CORPORATION

Cashew House, P. B. No. 13, Quilon-691 001, India.

Tel : 0474-742594, 742613, 742273, 742801

Fax : 0474-742557, Tlx : 0886-204 CDC IN.

The Kerala State Cashew Development Corporation (K. S. C. D. C.) with its 34 factories, is one of the largest processors of cashewnuts in the world. The K.S.C.D.C. employs about 27000 people including staff and workers. From its modest beginning in 1969, the K S. C. D. C. has now grown into a large organisation playing a major role in cashew industry in the world. From an export turnover of Rs. 90 lakhs in 1970 it has crossed Rs. 125 crores. The Government of India has acknowledged the export performance of the K. S. C. D. C. by awarding Certificates of Merit for 1974-75, 1975-76, 1977-78, and 1984-85 and the National Export Award for outstanding performance

during 1987-88 and 1988-89. The K.S.C.D.C. has also received the Best Exporter Award for 1991-92 from the Indian Chamber of Commerce & Industries, Tuticorin. At present the K. S. C. D. C. has the status of "Trading House".

The K.S.C.D.C. is committed to the overall development of the cashew industry and the welfare of the workers. Besides export of cashew kernels, the K. S. C. D. C. exports cashewnut shell liquid. The corporation also manufactures and markets tannin. Many other diversification activities are on the anvil.

Shri K.V. Kamaladharan is the present Managing Director.



EXPORTER'S PROFILE

CENTURY CASHEW PRODUCTS

Manufacturers ♦ Exporters ♦ Importers

P.O. Box No. 94, Mundakkal West, Quilon, India.

Tel : (Off) 0474-76993, 741459, 740084

(Res) 742811, 75693, 740184

Fax : 0474-78368 Telex: 0886-271 RELY IN



Sujir Vasudev Nayak



Sujir Raghuvir Nayak

Century Cashew Products is a company that has found a prominent place for itself in the world market. CCP exports have a high reputation for quality. This image has been acquired by dint of sheer hard work through the years. The value of exports of the company has consequently risen from Rs. 186 lakhs in 1970 to Rs. 1364 lakhs in 1992 with the company exporting 43120 cartons of cashewnuts.

Mr. Sujir Vasudev Nayak, the proprietor of the company has followed in his fathers' footsteps while his son Mr. Sujir Raghuvir Nayak is being groomed to take care of the company.

Mr. Vasudev Nayak has visited African nations several times,

on behalf of the parent company during the purchase season to study crop conditions, quality and other matters related to cashew trade in those countries. He has also visited Indonesia, Philippines and Thailand to promote the import of raw cashewnuts into India. He has visited Russia, Germany and Japan to promote cashew exports.

Mr. Vasudev Nayak has been a member of the Administrative Committee of Cashew Export Promotion Council and the erstwhile Cashew and Pepper Export Promotion Council. Mr. Sujir Raghuvir Nayak has also visited Nigeria, Vietnam and the Middle East as a delegate of the Cashew Export Promotion Council of India.



PALGHAT : THE GATEWAY TO KERALA

Palghat. The name evokes a memory of swaying palms and vast expanses of verdant paddy fields. With streams and rivers criss-crossing the mountains and fertile valleys, the place is rich in flora and fauna. No wonder the district is called the granary of Kerala.

Palghat Fort

The fort was constructed by Hyder Ali of Mysore in 1766. Unable to resist the constant attacks of Zamorin, the Palghat Raja asked for Hyder Ali's help. The fort was taken over by the British and remodified later in 1790.

granite walls tells us great stories of courage and valour. The Fort which protected the soldiers from many a terrible battle is now in turn being protected and preserved by the Archaeological Society of India.

Malampuzha

Ten kilometres away from Palghat lies the Malampuzha dam. Exuding a mixed charm are the grandeur of the mountains and the serenity of the river. The peace and tranquility of the place is given a touch of exotic colour with the blossoms in a Japanese style garden.

The Children's park replete with toy train, miniature zoo and fish shaped aquarium is a great tourist attraction. So too, is the hanging bridge. A concrete sculpture of the Yakshi (a malevolent enchantress) by Kanai Kunjiraman looks so life-like that you are transported into the ethereal world of gods and goddesses.



Tippu's Fort

In the past this land was known as Palakattusseri. Etymologists trace the word from Paalainilam in Tamil meaning dry area. Palghat has a long history dating back to the Paleolithic period. A large number of Megalithic relics have been discovered from here.

Palghat, at the foot of the gigantic Western Ghats, is Kerala's gateway to the rest of the Indian subcontinent. With a 20 kilometre pass in the mountains, Palghat has been a flourishing trade centre as well as a crossing point for armies intent on capturing Kerala.

Situated in the heart of the city on a little hillock with lush green lawns, the Palghat fort is the most beautiful and well preserved fort in Kerala. The sober silence of the huge



Malampuzha Dam



Places of worship

Palghat is also famous for its places of worship. The most important, being the Kalpathi temple dedicated to Lord Siva. The Rathotsavam or car festival held here, annually in November attracts a huge gathering.

There is an ancient Jain temple, one of the few in Kerala, at Jainmedu, on the western border of Palghat. The inscription on a

stone to the east of the temple records that it was built in 1425 A.D. The granite walls are devoid of any decoration. 32 feet in length and 20 feet in width, this temple consists of 4 separate divisions. According to tradition this temple was built around 500 years ago for the Jain sage Chandranataswami by Inchanna Satur, head of the Jains. There are also a number of churches around the place.



Kalpathi Temple

Silent Valley

Situated about 4 kms northwest of Mannarkad, ecologists describe these 9000 hectares as the sole evergreen forest in the Sahya Ranges. Silent Valley got its name from the curious fact that it is devoid of the sound of chirping cicadas. There is a huge wild tree of Kutt variety in this National Park with a hollow trunk that can hide at least 12 people in it.

Attappady

One species that is facing extinction is strangely the human variety. He is the 'adivasi', the aborigine of Kerala. Attappady, 38 km northeast of Mannarkad is inhabited by many tribals like the Irulas and Mudugas. It is one of the few places where they can live in peace and worship their river Bhavani and mountain "Malleeswaran". Not surprising, since Palghat is one place that can give peace to your soul and pleasure to your eyes. □

VLC BAGS NATIONAL EXPORT AWARD AGAIN

M/s. Vijayalaxmi Cashew Co., popularly known as VLC has once again bagged the National Export Award from the Government of India.

Established in 1957 by Mr. K. Ravindranathan Nair, VLC is one of India's leading manufacturer-exporters of cashew kernels and cashewnut shell liquid. M/s. Vijayalaxmi Cashew Co., together with its sister concerns Pratap Cashew Co. Ltd., Chetana Cashew Corporation, Dhanya Foods and Nut Products Company have earned a reputation for high quality products, integrity and business ethics and have consistently enjoyed


impressive export performances.

VLC has been regularly receiving recognitions and felicitations from the Government of India, the different State Governments and other agencies for its excellence in export performance, high records of industrial safety etc. They had been awarded the National Export Award (Trophy) for outstanding performance in Cashew Kernel and Cashew- nut Shell Liquid Exports during 1986-87 and 1990-91 and won Certificates of Merit for outstanding export performances from the Government of India during 1969-70, 1970-71, 1985-86 and 1991-92.



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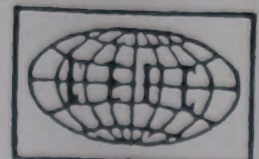
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